## REVIEW AND ANALYTICS

- Website Redesign presentation
- Tone and Voice
- Citywide data
- Engineering Department data

## PRIMARY AUDIENCES

- Contractors
- New developers
- Homeowners – sidewalk repairs, snow removal (Sidewalks)
- Neighborhoods
- Businesses

## CONTENT

- Why do users need the thing they're looking for?
- Services & Guides

## PRIMARY SERVICES & GUIDES

- Private Development
- Requests for information
- Construction updates

## PAIN POINTS

- Pain points for external users
- Pain points for internal users

## NEXT STEPS

- GR Digital - Department Content Report
- Business discovery copywriting with liaisons/division staff